



CHANGE FOR THE BETTER WITH ENERGY STAR

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy. www.energystar.gov

ENERGY STAR Change a Light, Change the World Campaign

2005 Outreach and Activities

The ENERGY STAR *Change a Light, Change the World* campaign will kick off on Wednesday, October 5th, ENERGY STAR *Change a Light* Day. EPA and DOE, along with hundreds of ENERGY STAR partners and non-profit organizations will run activities throughout the campaign's 2-month promotional timeframe. Here's a general overview:

- **ENERGY STAR Change a Light Pledge** – EPA and DOE, along with partners around the country, are encouraging Americans to take the ENERGY STAR *Change a Light* Pledge. Individuals agree to change one light in their home to an ENERGY STAR qualified one. The Pledge, found online at energystar.gov/changealight, will demonstrate how a small step can help preserve our energy resources and environment, when we act together.
- **Governor Participation** – EPA and DOE are reaching out to governors' offices around the country, inviting governors to mark ENERGY STAR *Change a Light* Day, take the ENERGY STAR *Change a Light* Pledge, and encourage residents of their state to do the same. A U.S. map on energystar.gov/changealight will show Pledge participation levels by state and will lead pledge participants to special promotions on ENERGY STAR qualified light bulbs and fixtures. Free media templates are available upon request for governors' use. For more information, contact Denise Walz, PRR, 703-351-5009, dwalz@prrbiz.com.
- **Change a Light, Change the World Day, Kick-Off Event** – High level EPA and DOE officials will attend a press event in Washington, DC on October 5th to kick off ENERGY STAR *Change a Light* Day. EPA and DOE will issue a national press release marking the Day and the Pledge. Governors marking the Day in their home states will be highlighted in the release as well as on the campaign Web site.
- **Nationwide print, radio and TV outreach, and print Public Service Announcement** – Taking place during the entire 2-month promotional timeframe, EPA and DOE will conduct targeted media outreach encouraging people to take the ENERGY STAR *Change a Light* Pledge and 'pass it on' to friends and family. Outreach includes a national print Public Service Announcement to appear in major publications during the campaign period, and a Radio News Release sent to major radio networks nationwide on October 5th.
- **Satellite Media Tour (SMT)** – Remote live interviews are anticipated in as many as 20 cities, with an ENERGY STAR spokesperson. Governor participation will be mentioned in interviews scheduled in your state, as well as other local ENERGY STAR *Change a Light* campaign events or activities. This will take place concurrently with or just after the DC media event on October 5th.
- **ENERGY STAR Partner activity** – Leading national retailers, manufacturers and regional energy efficiency organizations across the country are planning in-store promotions in support of the ENERGY STAR *Change a Light, Change the World* campaign this fall. Many will offer special deals toward ENERGY STAR qualified light bulbs and/or fixtures during the 2-month promotional timeframe and some will plan educational events and media activities.

- ***Coalition-building efforts*** – ENERGY STAR is working with consumer, environmental, and other non-profit organizations to mark the Day, link to the ENERGY STAR *Change a Light* Pledge, and encourage their members to pledge to change out one light to an ENERGY STAR qualified one.
- ***Local media events*** – The ENERGY STAR team will work with partner companies and organizations to encourage local events on ENERGY STAR *Change a Light* Day, centered on the ENERGY STAR *Change a Light* Pledge. Free media kit templates are available.

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